

Message Text

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PAGE 01 STATE 222356

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FM SECSTATE WASHDC

TO AMEMBASSY TEHRAN

UNCLAS STATE 222356

E.O. N/A

TAGS: BEXP, BFOL, IR

SUBJECT: GLOBAL MARKET RESEARCH; FOOD PROCESSING AND
PACKAGING EQUIPMENT - IRAN

REF: STATE A-1665

1. COMMERCE HAS REVIEWED SUBJECT RESEARCH PREPARED BY
MSM, LTD. ALTHOUGH CONTRACTOR APPARENTLY HAS CONSCIENTIOUSLY
RESEARCHED MARKET, SEVERAL MAJOR OMISSIONS REQUIRE RECTIFI-
CATION.

2. ACTION REQUESTED

TRANSMIT COPY FOLLOWING ANALYSIS TO MSM, LTD., SOONEST,
AND OBTAIN COMMITMENT THAT CONTRACTOR WILL SUBMIT INFORMATION
REQUIRED TO AMEMBASSY BY OCTOBER 23.

3. FINAL PAYMENT TO CONTRACTOR WILL BE APPROVED UPON
RECEIPT AND ACCEPTANCE BY COMMERCE OF SUPPLEMENTARY
INFORMATION REQUESTED IN ANALYSIS.

4. ANALYSIS OF MSM, LTD., REPORT (FOR CONTRACTOR)
THIS ANALYSIS IS ORGANIZED IN ACCORDANCE WITH SEQUENCE OF
MARKET RESEARCH SPECIFICATIONS. ADDITIONAL INFORMATION OR
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PAGE 02 STATE 222356

CLARIFICATION REQUIRED SUMMARIZED UNDER APPROPRIATE SECTION

NUMBERS. PARENTHETICAL PAGE REFERENCES APPLY TO MSM, LTD.,
REPORT. INFORMATION REQUESTED KEPT TO MINIMUM NECESSARY
FOR PREPARATION OF COUNTRY MARKET SURVEY.

3.31.01 (A)

DIFFERENCIATE COMPANIES IN TABLE 8 (P. 25) BY NUMBER OF EMPLOYEES
AND FURNISH REQUIRED FOOTNOTE.

DEFINE "NUMEROUS" SMALL COMPANIES (TABLE 8, P. 25), GIVING
ESTIMATES FOR EACH SECTOR.

3.31.01 (C)

PROVIDE NAMES OF SEVERAL LEADING FPP EQUIPMENT SUPPLIERS
TO EACH SECTOR.

3.31.02 (A)

DISCUSS RELATIVE IMPORTANCE OF EACH PACKAGING MATERIAL
(P. 26).

3.32.01

INFORMATION GIVEN IN INDUSTRY SECTOR PROFILES INSUFFICIENT
FOR COMPILATION OF COUNTRY MARKET SURVEY. SPECIFIC INFORMATION
REQUIRED FOLLOWS:

3.32.01 (A)

GIVE ESTIMATED BREAK-DOWN OF TOTAL SECTOR OUTPUT (P. 28)
BY MAJOR PRODUCT.

3.32.01 (B, C)

GIVE NAMES AND MARKET SHARES OF PRINCIPAL SUGAR MANUFACTURERS
(P. 28) 3.32.01 (D)

CLARIFY WHETHER CAPITAL INVESTMENT (P. 28) REPRESENTS TOTAL
FIXED ASSETS OR ANNUAL CAPITAL EXPENDITURE, AND GIVE YEAR OF
CALCULATION.
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PAGE 03 STATE 222356

3.32.01 (G)

DISCUSS TRENDS IN PRODUCTION METHODS AND TECHNIQUES MORE
FULLY.

3.33.01 (C)

DEFINE WHETHER "PRIOR TO 1970/68" (SASAN CO. AND SUGAR PRODUCING FACILITY) INDICATES EQUIPMENT OF APPROXIMATELY 4 TO 6 YEARS OF AGE OR EQUIPMENT POSSIBLY MUCH OLDER, AND IF LATTER, ESTIMATE AGE.

PROVIDE NAME AND LOCATION OF FACILITY DESCRIBED AS REPRESENTING SUGAR AND CONFECTIONARY SECTOR.

3.41.01 (B)

PACKAGING EQUIPMENT MARKET SIZE FOR 1974 AND 1978 APPEARS PARTLY SATISFIED BY LOCAL PRODUCTION IF TABLE 4 COMPARED WITH TABLE 1, LIST LOCAL FIRMS PRODUCING FOOD PACKAGING EQUIPMENT AND MAJOR CATEGORIES OF EQUIPMENT PRODUCED BY EACH.

3.53.01 (B), (C)

RE-SUBMIT LISTS OF TRADE ASSOCIATIONS AND PUBLICATIONS IN FORMAT REQUIRED. INGERSOLL

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